# 6000 Early Christmas Shopping at Keith-O'Brien's 60000 IRISTMAS PRESENTS

leautiful new merchandise unpacked for the week---a complete showing of ur exquisite Christmas goods---opportunity to enjoy first selection, and many things temptingly priced for the occasion

he Occasion Is in Harmony With a Concerted Effort All Over the Country for Early X mas Shopping W

#### he True Christmas Spirit is carried through gifts of a ractical nature, as the following:

omen's glove silk vest, the most comthe economical and luxurious silk underwear Reinforced under arm, plain top with rib-Special, \$1.95. Pink and white colors.

hristmas Reminders From the

Raincoats

a Christmas gift of beauty and service

rectal Rug cannot be surpassed. It would bring a sense wand satisfaction to the entire family. Prices just

announce plante

The Assistance of Women's

Utah there is a o-hour law for women,

nd humane societies and charitable organizations

thich look to the besterment of different classes of

The uniform effort draws its inspiration and

prortuuity is now presented to these various

now what that final, overwhelming rush be-

Christmas means-means to our girls and boys, our

fuld give a good deal to relieve this very con-

which National and local effort is organized to

and our men -- even to our tired delivery teams.

tions to assist in our endeavor to hasten Christ-

Clubs Invited.

Lounging Robes House Coats

Men's Section

hogany, pongee, emerald green, Nile green, old rose, peach, red, suede, London

smoke, battleship gray, taupe, pearl gray, bronze, and orange. They come in all-silk or lisle garter top; high spliced heel, and double

black silk lisle hose, high spliced heel and double sole,

with a wide garter top. Special, \$2.75 a box, (six pairs

Misses' junior silk hose,

high spliced heel and double

sole with a lisle garter top, in the following colors:

in the following colors: Black, white, pink and blue. Special, \$1.00.

Smoking Jackets Fancy Sets in boxes-Neck-

wear, hose, garters, suspen-

Women's plain silk hose, in the following colors: Black, white, pink, blue, tan, Copenhagen, king's blue, la-vender, wistaria, purple, ma-hogan, pages properly dered vest special, \$2.25 band top vest speglove

ek, Special, \$2.50. glove on Suits, French band; also beaded top with pink and white, Spe-Reinforced under

en's and Samber Slippers, pink and py, and blue and gray, and mand gray; also plain pink stedown, Special, 75c.

en's fancy silk hose docked, embroidered, and

its' pure thread silk sockings in black, white, has and tan. Special, 50c.

mear (union suits or 2-

or plain Suspenders

derchiefs (silk and linen)

the from women's clubs.

ris (all kinds)

### Holiday. Suggestions

Boudoir Caps, 50c, 75c, \$1.00,

Camersole Underbodies from \$1.50 to \$2.50 each.

Madeira hand embroidered waist fronts; Special, \$4.75 and \$5.00 each.

Dainty lace edge for handker-

Camersole laces for corset covers, 35c to \$1.00 yard.

#### Gitts for Men Are Always a Problem

Section for men LOCATED NEAR THE JEWELRY SECTION.

> Searf Holders Tie Racks Cloth Brushes Pass Cases Wallets "Tite" Wads Hat Brushes Brush Sets Shaving Sets Shaving Accessories Whisk Broom Holders Bill Folders

Letter Cases Card Cases Handkerchief Cases Glove Cases Tourist Military Sets

Trouser Hangers Flasks Poker Sets Poker Chips Card Sets Cigarette Cases Cigar Cases Collar Bags Desk Sets

Tie Clips Scarf Pins Coat Chains Vest Chains Dress Sets Jewel Boxes Letter Senles Paper Knives
Library Sets
Telephone Pads
Tourist Writing Sets

#### A Musical Present g every member of the family and their nds will enjoy.

PLAYER PIANO. not get that piano or player piano you have a thinking about? Why not get it where prices are rea-male and terms convenient? When you think Piano, think keith O'Brien's—and your good thoughts will be profitable

Christmas Gift for Milady Something in Jewelry

lid Gold Brooch A Sterling Silver Brooch Gold or Silver Vanity Case

er Rings Coin Holders or Silver Mesh Bags

or Silver Bracelets Gold or Silver Lavalliers or Pearl Necklaces Bulgarian Necklaces er or Lace Fan Hair Ornaments

ed or Leather Hand Bags Sets of Sterling or Ivory

Millinery Suggestions discome trimmed hat; a beautiful ostrich plume, disc or Algrette. A nobby shape to use her own feather trette. An attractive Corsage Bouquet, or a single rose, dis, violets, pansies, etc. A smart misses' hat.

# for the Boudoir

Dolly Varden nets for Boudoir

Solved to your complete satisfaction by visit to the Novelty

Smokers' Sets Tobacco Sets Ash Trays Memo Books Book Racks Letter Racks Twine Holders Pipe Racks Pullman Slippers Paper Weights

Paper Clips Match Sares Cigar Clips Pocket Knife Sets Pen Wipers Pen Holders Peneil Holders Letter Weights Stamp Boxes Trump Markers Cuff Links

Christmas Presents for Boys

Indian Suits Boy Scout Suits Sweaters Cravenette Raincoats Mackinaw Coats Suits of all kinds A Hat or Cap Shirts of all kinds Blouses Neckties Gloves Knickerbockers Corduroy Trousers

Overalls

#### Presents Already Embroidered By Hand

Sofa pillows, library table covers, betweenmeal cloths. Lanch Cloths Luncheon Sets
Dresser and Buffet Scarfs
Pir Cushions
Bulgarian Scarfs and Centers



# WHERE THE

OFFICERS
President, Mr. John Graham Brooks, Cambridge, President, Mr. John Graham Brooks, Cambridge,
Mass.

Vice Presidents, Mrs. Frederick Nathan, New
York City
Miss Jane Addams, Chicago, III.
Mrs. M. R. Trumbull, Portland, Ore.
Miss Myrta L. Jones, Cleveland, O.
Mrs. B. C. Gudden, Oshkosh, Wis.
Mrs. R. P. Halleck, Louisville, Ky.
Mrs. Samuel S. Feis, Philadelphia, Pa.
Mrs. Isham Henderson, New Haven, Conn.
Mrs. Isham Henderson, New Haven, Conn.

Mrs. Isham Henderson, New Haven, Conn. Treasurer, Mr. G. Hermann Kinnicutt, New York City General Sec'y, Mrs. Florence Kelley, New York

HONORARY VICE PRESIDENTS
President Arthur T. Hadley, Yale University
Professor Frank W. Taussig, Harvard University Professor W. J. Ashley, Birmingham, England Professor E. R. A. Seligman, Columbia Univer

sity Professor J. W. Jenks, New York University Professor H. C. Adams, University of Michigan Professor C. R. Henderson, University of Chicago
Professor S, McC. Lindsay, Columbia University
Professor R, T. Ely, University of Wisconsin
President Mary E, Woolley, Mt. Holyoke College
President J. M. Taylor, Vassar College

## National Consumers' League

Office: 106 East 19th St., New York City TO KEITH-O'BRIEN CO.,

DEAR SIRS

Will you again join in the nation-wide movement to lessen the unnecessary hardships incident to the holiday shopping?

From year to year, the celebration of Christmas grows more elaborate. More presents are bought and the crowds are greater. For two or three weeks before Christmas, department stores do a "capacity business." This intensifies the pressure on merchants. Public opinion frowns on long hours and late work, particularly for women, girls and children, but unless energetic measures are taken, thousands of shoppers thoughtlessly delay their purchases until the very last, at the cost of needless strain upon salespeople and de-

Authentic records from the lives of salesgirls, delivery boys and the wagon drivers show that the season of Christmas festival and of good will reduces to exhaustion and even to illness great numbers of those who serve us, seen and unseen.

But the experience of eight years proves that public opinion is increasingly alive to the unnecessary and inhuman nature of the eleventh-hour dash. The call for sympathy for overworked salesgirls and delivery men has produced a genuine response. Sincerely yours,

NATIONAL CONSUMERS LEAGUE

#### Dainty Remembrances for Friends

A large assortment of Convent and Madeira handembroidered handkerchiefs, ranging in price from 50c to \$25,00 each.

Armenian lace handkerchiefs in many pretty patterns from 35c to \$2.50 each. Handkerchiefs with Valenciennes, Mechlin and Ven-

ise edge, from 20c to \$3.00 each. - Autograph handkerchiefs, dainty and sheer. Special,

Initial handkerchiefs, all pure linen, in the quarter and two inch hem in many pretty new designs. 20c to 50c each.

Initial handkerchiefs, with colored hem and in-itials, 35c each; 3 for \$1.00 Hemstitched embroidered

handkerchiefs; a wonderful assortment of patterns, ranging in price from 20c to \$1.00.

Colored hemstitched handkerchiefs, 2 in hem, 35c; 3 for \$1.00.

Hemstitched embroidered handkerchiefs, 1 and 2-in. hems, 35c each; 3 for \$1.00. Handkerchiefs in fancy

Christmas boxes, from 65c to

Initial box handkerchiefs from 35e to \$2.00 box.

Children's box handkerchiefs, put up in suitcases, grips, trunks and other no-velties, and also initial velties, and also initial handkerchiefs, 20c to 65c

#### A SILK DRESS PATTERN ON CHRISTMAS MORNING

What is more appropriate for Christmas than a nice silk dress? It is useful and the giver will always be remem-bered. We suggest a handsome Charmense, a shimmering Crepe Meteor, a soft, clinging Crepe de Chine or a satin-figured fabric put up in a dainty box.

#### Editorial in the Saturday Evening Post

That Christmas Shopping

Within half a dozen years the city Christmas has been measurably civilized. This is a big achievement, considering how it was done. Only a few years ago city folks joyously marched to their great winter restival over the prostrate bodies of thousands of

No law has anywhere been passed on the subject. No political party has taken it up. Yet, by a steady appeal to individual good will, the week-beforehristmas slaughter of shopgirls has been notably

You know very well that you can do your Christmas shopping between this date and December 15 quite as well as you can do it afterward. By doing it early you will help to save some young woman from nervous prostration. Nothing is necessary but a little consideration for others on your part. On your way home will you pause thirty seconds to help a cumbered woman who has dropped a bundle? The whole thing amounts simply to that.

By showing what a little practical kindness on the part of the individual shopper will do, Christmas shopping in cities has already been measurably civilized. Nowadays the shopper who puts shopping off to the last moment must have a good reason or a bad conscience. This is better than a reform enforced by law. Be careful to help it on this year by shopping early!

Suggestions Nothing would suit the Lady better than a glove certificate. You can pay any price—and there is style and

Miscellaneous

variety here to satisfy the most fastidious. gowns, furs, dresses, coats, etc., for women and misses are offered as suitable for gifts by the Ready-to-wear section. Every woman is pleased by them.

Victor Victrola is something that can be enjoyed by the entire house-hold. Prices \$15 to \$200easy payment. A complete stock of records.

House slippers for men, women, boys and girls. In-fant's fancy shoes and slip-pers. Infants' carriage boots. Women's carriage and automobile boots. Wo-men's fancy house and dress slippers. A pair of shoes for any of the family.

Pillow Tops in Silk and henille, with pano searfs and table throws to match: Pillow Tops, \$1.00; Throws, \$2.25; Scarfs, \$4.00.

#### Christmas Gifts for the Home

Smokers' Sets in mahogany and mission wood in prices from \$1.75 to \$4.50.

Smokers' Cabinets, mahogany, \$8.00 to \$15.00. Sewing Stands, \$3.25, \$5.00 and \$8.50.

Reading Lamps in mahog-any finish, with colored silk shades, \$7.50 to \$10.50. Craftsman Lamps, \$10.00,

\$15.00 and \$18.25. Willow-ware Lamps, something new, with silk and cre-ton fined shades to match color of room; small sizes, larger sizes, \$12.50, \$16.50 and

Tabourets in all sizes and kinds, \$3.50, \$4.50, \$5.00, \$6.00 and \$7.50.

Footstools in all sizes, leather and rush tops—\$3.00, \$3.50, \$4.50, \$5.00, \$7.00 and \$9.00. Child's Chairs and Rockers in mission and oak, with leather or wood seats, 3.50, \$3.50, \$4.00 and \$5.50.

Cellarettes, \$12.50, \$17.50 Waste Paper Boxes in wood or brass \$1.75, \$3.00, \$3.75, \$4.50 and \$5.50.

Great variety of small Rogs, \$4.35 to \$9.50.

A corset makes an admirable gift when the right size and style is procured.

Christmas Corsets

A gift certificate on the corset section

Warner Rust-Proof and	Redfern \$1.00 to \$12.50
W. B. Nuform and La	Vida\$1.00 to \$18.50
Nemo	**************************************
Gossards	\$3,50 to \$25,00
Keith-O'Brien Special	\$2.75 to \$6.00
Fancy Lace Brassieres	

#### Suggestions in the Art Section

Towels, laundry bags, Madeira napkins, \$6.50 to \$10; scarfs, \$5 to

Madeira Centers, \$1.85 to \$18. Madeira Card Cases, \$1.95. Madeira Sets, \$9.50 to \$25. Tapestry Pillow Tops, 50c, 75c,

Pin Cushions Leather Cases for books Leather Mats Leather Scarfs

Felt and Leather Searfs and Pillow Covers Candle Shades Crochet Baby Pillows Scrap Albums, 50c to \$4.00 Post Card Albums, 60c to \$2.50 Vanity Case, 75c

Needle Case, \$2.25 Handsome Evening Bags, \$3.50 to \$14.00. Matinee Bags, \$2.75 to \$3.50 Work Baskets, \$2.75 Handkerchief Boxes, 50c to \$5 Vanity Cases, 75c. Glove Boxes, 50c to \$6,00 Twine Cases, 75c to \$2.25 Sewing Boxes, 25c to \$8,00 Knitting Outlits, \$5,00 Emergency Cases, \$1.25 Cleaning Outfits, \$3.50 Needle Cases, \$1.50 to \$2.25 Bridge Sets, \$2.25 Christmas Cards, 10c to 50c Handkerchief Sachet, 50c All kinds of beautiful Hand Painted Sachets, 25c to 75c Party Books, 75c
Theater Books, 75c
Madeira Card Case, \$1.95
Madeira Handkerchief Case, \$1.95.

#### NEW IDEAS IN BEAUTIFUL RIB-BONS TO MAKE A HAPPY CHRISTMAS

Girdles of broche velvet. fancy boudoir slippers, coat hangers, Muff Hangers Sachet Bags Handkerchief Cases

Ribbon Flowers Hair Ornaments Corsage Bouquets

Also ribbons in all colors suitable for making the above

## Beautiful and Aseful Christmas Gifts

Choose-and in choosing, Choose Right.

This week-shopping with peace of mind.

Later in the mad rush, the strain of shopping. This week leisure shopping with the joy which comes

from selections from unpicked-over exhibits. Later hurried shopping, jostling elbows, tired saleswomen, picked-over stocks.

This week the saleswomen will be as interested in new Chris mas gifts as you will be. Later you will be too tired of the rush to make careful

selections, to enjoy that undivided attention which every customer expects but does not always get during the Christmas rush. Shall it be this week?

Or later?

#### Serviceable Things for the Small Children

Hand embroidered bibs, 75c to \$3.00, Hand-made infant's kimono, \$2.25 to \$3.50.

Crocheted infant saques, 85c to \$2.75. Carriage robes in white, blue, pink, eiderdown, \$1.25 to \$8,50.

Infants' bath robes, \$1.25 to \$2.25. Infants' bootees, 25c to \$1.50; in silk and wool.

Special line Dutch bootees. Infant long coats from \$3.00

Infant short coats, 6 months to 2 years old, \$2.75 to \$13.50. Children's coats in all styles, ages 2 to 6 years.

Children's combination suits, \$2.50 to \$5.00. In red, gray and white.

Hand embroidered pillow cases-infants'. Beautiful line infant dresses, \$1.25 to \$15.00. Children's fancy dresses in batiste longcloth, beautifully trimmed in laces and embroid-ery, I to 6 years. Children's play aprons with doll, ruler, pencil and book, 50 cents.

#### Linens and Bedding

Table Lines. Luncheon Sets. Luncheon Cloths Lace Center Pieces. Lace Doylies. Lace Scarfs. Lace Table Covers.

Linen Pillow Cases, Bed Spreads.
Down Comforts.
Weol Blankets.
Embroidered Pillow Cases.
Embroidered Bed Spreads.
Bath Robe Blankets.